



Peyuyon Beach tourism branding strategy by Gunungkidul Regency tourism office in increasing tourism

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ABSTRACT

Keywords

Branding Strategy
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Peyuyon Beach is a beach that is still relatively new has a beautiful natural charm and has beach characteristics that other beaches do not have. The beauty of this beach is that it has beautiful coral rocks and clean white sand. Therefore, Peyuyon Beach is one of the beaches in Gunungkidul that must be visited by tourists in Gunungkidul Regency. Peyuyon Beach is precisely located in Kanigoro Village, Saptosari District, Gunungkidul Regency, Yogyakarta. The distance from this beach to the city is quite far because of its remote location. Peyuyon Beach is a hidden gem beach that is not too big. Even though it is not very wide, this beach has a charming beauty that is still beautiful and natural. Accessibility to Peyuyon Beach is also still considered difficult because the access road to Peyuyon Beach is still rocky. Apart from inadequate facilities, Peyuyon Beach also lacks promotional media which is less active, and management which is not yet temporary.

This research uses qualitative methods with a descriptive type, while the research object is the branding strategy implemented by Peyuyon Beach to increase tourists. This research was carried out by collecting data through interviews and then explaining it descriptively. The data collection techniques that the researchers used were interviews, non-participant observation, and documentation. Researchers in this research hope that researchers want to increase tourist visits to Peyuyon Beach because the number of visitors is still relatively small compared to other tourist attractions. This happens because Peyuyon Beach is a beach that has only recently been known to the local community. Apart from that, no media promotes Peyuyon Beach. So the problem of inadequate physical management/ facilities will immediately be realized well with this management.

1. Introduction

Communication is a basic human activity, by communicating humans can relate to each other in everyday life wherever humans are (Park & Corn, 2017). Communication can be done in simple to complex ways (El Emary et al., 2020). Communication is not limited to spoken words, but rather forms of interaction, smiles, nods of the head that confirm the heart, body posture, expressions of interest, and attention that support the acceptance of the same understanding, attitudes, and feelings (Cornellia et al., 2017). Branding is a combination of various efforts or communication activities planned and applied by a company to build or enlarge a brand so that it is more widely known by the public (Azzahrani, 2019). Carrying out the business activities of a company's product or service branding strategy is necessary so that the public can get an idea of the product that the company has, and the products or services it produces (Värzaru et al., 2021).

Tourism brands have meanings that are not only limited to mottos, slogans, objective logos, and so on (Moro & Rita, 2018). The visiting brand must keep in mind the entire destination within which the values, reasoning methods, culture, and assumptions for the local area or partners in the destination are embedded (Sunarto, 2020). A tourist location is expected to face the contest. One of

the conflicts that occurs between objections is that one goal is not known compared to different objections, even though both objections offer comparative or diverse things but with their uniqueness (Peng & Huang, 2017). Travel brands can make it easier for travelers to recognize one destination from another (Aguirre et al., 2023). The beach is one of the sea travel industries because it is located in the area where the tide and land meet, along the coast there is a beach that connects the center where the tide and land meet with a coastline that is framed following the seaside land or the central area itself (Gómez-Rico et al., 2023).

Peyuyon Beach is located right in Kanigoro City, Saptosari Area, Gunungkidul Regency, Yogyakarta. The Peyuyon beach side is about 60 km from the center of Yogyakarta City and about 40 km from the center of Gunungkidul city. The seaside of Peyuyon is a small or not too wide seaside with a stretch of sand like other beaches (Kurniawan & Luthfi, 2015). Even though the seaside area is still small and very few visitors come, the attractiveness of the beauty of Peyuyon Beach is still the same as the famous beaches before. When compared to other beaches, Peyuyon Beach is one of the beaches that has a short coastline. The sand on the seaside is still very clean and the blue water has lots of small fish swimming. Not only that, on every shoreline of Peyuyon there are pandan trees and sturdy cliffs so that tourists can take shelter under the cliffs. The coral rocks around the ocean with small waves crashing into each other are also suitable for guests who want to play in the water. This seaside is also suitable for enjoying the beautiful dawn because of its location and very stable weather. However, to help the objections of the travel industry around the coast, the office on the Peyuyon Sea side has not been completed. Peyuyon Beach is located right in Kanigoro City, Saptosari Area, Gunungkidul Regency, Yogyakarta.

Accessibility to get to Peyuyon Beach is also still considered difficult, even though the roads to get to the southern edge of Gunungkidul are all open, but to enter the Peyuyon seaside area it is still rocky. Furthermore, tourists who are going to this side of the sea must always be careful because the condition of the road when going to Peyuyon Beach is a small road, winding, with lots of bends, uphill, and lots of rocks. Moreover, the lack of road lighting and inadequate posts will be a consideration for travelers who will drive alone. To get to the Peyuyon seaside from the bus stop, you need to walk about 500 meters to get to the seaside area. To go to the seaside, tourists also need to dip a basic step bench made of wood 2 meters high. Apart from the road to the beach still not being adequate, around the beach there are still no stalls selling things like food, souvenirs, or other things, therefore if tourists want to go to Peyuyon Beach, they are expected to bring food from home. The large geological extent of the Peyuyon beachside will make this sea no less important than other existing beaches. On the Peyuyon Sea side, tourists can enjoy the beauty of the white sand which is still very beautiful. The Peyuyon waterfront is an attraction for tourists to enjoy the relaxing activity of taking photos or just taking a leisurely walk on the sand.

The role of the Gunungkidul Regency Tourism Office is very necessary in branding Gunungkidul tourism so that it is better known by tourists inside and outside Gunungkidul Regency (Yulianto, 2019). The Gunungkidul Regency Tourism Office must collaborate with other stakeholders related to tourism to package Gunungkidul tourism so that tourists are interested in visiting (Gamal, 2004). So with this, the Gunungkidul Regency Tourism Office is carrying out various strategies in branding Gunungkidul tourism to disseminate and promote information related to Gunungkidul Regency and tourism in Gunungkidul, one of which is Peyuyon Beach. Peyuyon Beach also does not have promotional media. The meaning of promotion is a movement to convey data between dealers and buyers who plan to change the mentality and behavior of buyers, who lately are not aware of being comfortable so that they become buyers but still remember the goods, Saladin 199666 Meanwhile, at Peyuyon beach there is no promotional media, while other beaches already have promotional media, such as Instagram, Twitter and so on. This happens because Peyuyon Beach itself is a relatively new beach. After all, this beach is still rarely visited and there are still many tourists who don't know about this beach. In fact, with promotional media, it will be easier for tourists to find out the location and beauty of the beach. The unprofessional management at Peyuyon Beach is also something that needs to be developed further.

2. Method

Based on the problems that have been formulated, researchers use a qualitative approach (Qualitative Research) to answer the research problem formulation. Hastuti et al., (2022) qualitative methods have the advantage of high flexibility for researchers because they determine research steps. The final results of this qualitative research will be expressed in the form of a written report. According to Rakhmat (2004), this research does not seek or explain relationships, does not test hypotheses, or make predictions. The theoretical basis of qualitative research is based on phenomenology (Utami, 2022). Therefore, in this section, phenomenology is used as the main theoretical basis, while the others, namely symbolic, cultural, and ethnomethodology, are used as additional basic theoretical backgrounds for qualitative research (Moelong, 2017).

Researchers have informants to serve as sources in this research by interviewing Mr. Aris as Sub-Coordinator of Tourism Objects and Data at the Gunungkidul Regency Tourism Office. Based on research facts that researchers obtained from the Gunungkidul Regency Tourism Office, information in the form of explanations and discussions regarding branding strategies was carried out to increase tourists. Qualitative research is research used to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, and people individually and in groups (Pratiwi, 2022).

Data collection technique Data collection comes from six sources of evidence, namely documents, archive recaps, interviews, direct observation, actor observation, and physical equipment (Widiastuti, 2020), in collecting data for research as explained, researchers use several sources of evidence including interviews, observation, and documentation. Furthermore, data collection techniques are explained as follows: Primary data is data obtained by researchers directly from their main source, which is research data in the form of research information obtained directly or by observation.

Primary data collection techniques are observation In the qualitative tradition, data will not be obtained behind a desk but must go out into the field, to neighbors, to organizations, and to the community (Hamzah, 2013). Observed data can be in the form of a description of attitudes, behavior, actions, and overall interactions between humans. Observation data can also be in the form of interactions within an organization or members' experiences in the organization (Sefira Ryalita Primadany, Mardiyono, 2013). Based on the theory explained above, then in the field. Whatever the researcher finds, what things the researcher can later include in this research (Saputro et al., 2023).

Techniques interview techniques, Secondary Data Documentation and literature study Interviews are directed at obtaining data, which cannot be obtained through perceptions or opinion polls. This is because the specialist cannot see everything (Amin & Priansah, 2019). Not all information can be obtained by perception. In this way, the specialist should ask several questions to the member. Questions are very important to capture individual assertions, judgments, suppositions, and sentiments about oddity, chance, truth, or reality. By asking questions, specialists get into other people's reasoning, get to what is at the forefront of their thinking, and understand their thought processes. Because individual insights, sentiments, and reflections are very powerful and can be felt and detailed deductively. For these situations, the scientist leads a direct meeting with the subject of the examination, to be more specific: (a) Gunungkidul Regulations Youth, Sports and Travel Industry Branch Inspection Section (b) Organizing Youth, Sports, and Industry Development for the Gunungkidul Regency Transportation Service c. Sightseers/Group of People from Peyuyon Sea Side, Gunungkidul.

Documentation According to Hikmat (2014) documentation procedures are search and security information is expected through accessible information, mostly as measurable information, movement plans, history, and various issues related to research. In reviews, notes are very important 2. Literature Study Writing studies are the first step toward a fairly long selection strategy. According to Sugiyono (2021) learning to write is an information-gathering technique that is coordinated with searching for information and data through reports, in the form of composed notes, photos, drawings, or electronic notes that can support the creative cycle. Apart from that, this exploration will also take advantage of sites, online entertainment, and other web uses utilized by the Gunungkidul Regime Tourism and Culture Office (Nzeku & Duffett, 2021).

Once sufficient information is obtained, the inspection interaction will be completed: In this observation, the information checking cycle will utilize subjective information inquiry. According to Sugiyono & Lestari (2021), investigation is an activity of searching and compiling deliberately and is obtained from interviews, field notes, and different materials so that it can be easily perceived. The reason for information inquiry is to refine the information into a structure that is not difficult to read and explain. According to Miles & Huberman (2012) there are three fundamental parts in collecting subjective exploration, namely:

Reduction After all the information and data are collected completely, the creator completes the examination cycle, focusing on one concentration, eliminating unexpected things to measure the information so that observations can be completed. **Presentation** Showing information can make sense of what happened and the possibility of achieving something at an examination or conference introducing information that can embody what happened or potentially introducing information that can be a sentence, story, or table. **Conclusion** This is important for the action and design of the total inspection. Specialists give full importance to the information collected and handled, thus forming a total sum of the relative abundance of this exploration exercise (Maslakhah & Sutopo, 2017).

In this research, researchers used techniques to expand legitimacy through triangulation. Triangulation itself is the technique most frequently involved in expanding legitimacy in subjective examination. Triangulation is an information sorting strategy that combines different information sorting procedures and existing information sources. Specialists collect information and at the same time test the validity of information from various sources (Sugiyono, 2016). The most commonly used triangulation strategy is assessment through multiple sources. Source triangulation means comparing and restoring the level of reliability of data obtained over time and various devices with subjective examination (Sugiyono & Lestari, 2021). Triangulation with sources is contrasting and again examining data obtained by comparing information from interviews and items in linked reports. Some of the hypotheses that have been referred to, the source triangulation method can be carried out by 1) Comparing observation information and interview information, 2) Comparing what individuals say in broad daylight and what they say in private, 3) Looking at what people say about the state of the exam by what they say constantly, 4) Comparing a person's circumstances and points of view and different assumptions and perspectives about individuals, for example conventional individuals, individuals with secondary or higher education, rich individuals, government individuals, 5) Compare the consequences of the meeting and the things in the connected notes (Sugiyono & Lestari, 2021).

3. Result and Discussion

3.1. Presenting The Result

In this chapter, we will explain the findings of research results by researchers in the form of branding strategies carried out by the Gunungkidul Regency Tourism Office to increase the number of tourists.

Select a name and symbol: According to Mathieson (2015), a brand can be interpreted as something that can carry out the entire communication process in the form of a logo or symbol A representation of a promise or emotional process between a consumer and a company. According to Zhang & Sheng (2017), names or symbols can be associated with goods or services that have meaning. From these two opinions it can be interpreted that the name or symbol of a place, good, or service influences the process of selecting a product and has value for visitors.

The name and image chosen should describe a brand and can play a role in achieving or disappointing a brand. After all, choosing a name is more about skill than science. However, successful brand names share some common qualities that can help create a significant brand. The choice of name for this beach has long been given the name Peyuyon by residents around the beach. The name Peyuyon was chosen because this beach has quite large coral rocks on the edge of the beach that are shaped like turtles. This is what makes residents around the beach give the name Peyuyon from the word Peyu, namely Turtle. This shows that this name was chosen a long time ago

and was given the name by residents along the coast who believed that the word (Peyu)yon was taken from the shape of the coral reef which is shaped like a turtle.

Brand awareness or brand identity: Brand identity can show a difference in the services or goods in the group. A brand as an identity also has the advantage that it can provide a positive view because it can improve a good, place or service. According to Zaichkowsky (2010), brand identity has several purposes, namely, as an identity that is useful in differentiation or differentiating a company's products from those of its competitors. Creating brand awareness or brand identity is an important effort in the marketing strategy of a brand or company. Marketing experts have identified various ways that can be used to achieve this goal.

According to Zheng et al., (2023), the low number of tourist visits to tourist attractions is caused by a weak marketing system. Therefore, it is necessary to develop a marketing model for tourist objects and attractions as well as tourist facilities as an effort to increase the number of tourist visits. The strategy used in marketing or promoting Peyuyon Beach is by creating promotional media in the form of social media that displays the beauty and charm of the beach as well as information about Peyuyon Beach.

Position the brand: Brand positioning is a strategy or step taken to plan promotions with the aim of creating a special impression that is recorded in tourists' memories. In terms of brand positioning, the aim is to build a strong impression of a brand. Apart from that, it also helps companies determine their target market and focus promotional strategies.

According to Zimmerman & Blythe (2018), Positioning is placing the right location in the minds of customers or market segments, so that visitors think that the place is the desired place. The right brand positioning can be useful as a guide in designing marketing strategies by clarifying the brand, how it is unique and how it is similar to other places, and also why visitors should go to that place. Brand Positioning is the heart of marketing strategy. After knowing about brand positioning, looking at Peyuyon Beach, which is located in the Kanigoro sub-district, is very beautiful and comfortable to visit. This beach has characteristics, different from other beaches. These characteristics include being flanked by two cliffs, the beach sand is white to creamy, and the road to the beach must pass through the cliffs. This beach has good photo spots.

Create a brand image: Forming a brand image of a tourist attraction in an area must pay attention to several things based on researchers' observations, including the characteristics, unique characteristics, and personality style of the tourist attraction which is packaged into a message that can make an interesting impression, be easily remembered by tourists and create a feeling of love to be able to return to it again. This tourist attraction makes you want to stay for a long time. However, this requires energy, money, and mutually supportive conditions because it requires quite a long time and strong and consistent commitment from all parties who want to form a good brand image in the eyes of tourists and the wider community.

According to Eriend et al., (2021), this tourist attraction's brand image aims to provide an understanding to the public and tourists that this regional tourist attraction has different specifications from other regional tourist attractions. The needs of diverse tourist segmentation from various places whose desires have been fulfilled can also provide a positive brand image because being able to build positioning in the minds of tourists is quite difficult, it requires consistency and strong commitment between tourism actors and the government and the community. Peyuyon Beach is a relatively new beach, therefore there are still many people who don't know about this beach. However, as time went by, the intervention of tourists who promoted this beach on social media resulted in this beach being known. Even though it is not as busy as other beaches, many tourists are willing to come far to visit this beach.

Create trust: According to Nikitina (2021), one thing that can influence consumer satisfaction in marketing strategies is trust. Trust is gained from circumstances and the surrounding community. Characteristics that must always be applied to the people around you must be honest in conveying the quality of the product being offered to gain the trust of those who enjoy the product. Creating trust (creating trust) is a critical aspect of every relationship, be it personal or professional. When people trust each other they tend to be more open and bonded.

According to Baskaran et al., (2021), indicators of consumer trust are formed from three things, namely: honesty in describing a place, responsibility to visitors in the form of safety, and trust that the place has a good reputation. Currently, Peyuyon Beach is often found on social media or in tourist content that shows the cleanliness and beauty of Peyuyon Beach. This review will create tourists' confidence in the beauty of this beach so that ultimately tourists will be curious and will come to Peyuyon Beach.

3.2 Create Discussion

In this chapter, we will explain the research findings by researchers in the form of branding strategies carried out by the Gunungkidul Regency Tourism Office in an effort to increase the number of tourists. This research data was taken through a process of interviews, observation and documentation. Researchers used information gathering by interviewing Peyuyon beach managers. This is done because someone has information related to the tourist attraction they want to research and is needed by researchers. Researchers researched to determine the branding strategy carried out by the Gunungkidul Regency Tourism Office to increase tourist visits using various methods. Researchers have informants to serve as sources in this research by interviewing Mr. Aris as Sub-Coordinator of Tourism Objects and Data at the Gunungkidul Regency Tourism Office. Based on research into facts that researchers obtained from the Gunungkidul Regency Tourism Office, information in the form of explanations and discussions about branding strategies used to increase tourists.

Select a name: The name and image chosen in this case must describe a brand and can play a role in the achievements or disappointments of a brand. This is because choosing a name is not only an identity, but an appropriate and effective name will encourage the value-building process and strengthen a brand. The brand name will ultimately become a unique "sound symbol" that will enter the minds and hearts of consumers.

In this case, the Tourism Department continues to use the name Peyuyon for this beach because this beach was originally discovered by residents around the beach in ancient times and it is said that the meaning of Peyuyon itself is because there is a coral reef that is shaped like a turtle. So the Tourism Department respects this name and will not change it, even a little.



Fig. 1. Peyuyon Beach

From the results of observations made by researchers when visiting Peyuyon Beach, this beach is still clean and there are coral reefs shaped like turtles. This can be said to be successful in what the Tourism Department has done in creating trust so that tourists no longer hesitate when they want to come and vacation at Peyuyon Beach.

Create awareness or brand identity: After creating the full attention or brand personality of the organization choosing a name and image for its image, the next stage is to familiarize the character components and what the item/administration is advertising. The strategy used in marketing or promoting Peyuyon Beach is by creating promotional media in the form of social media that displays the beauty and charm of the beach as well as information about Peyuyon Beach. Apart from that, the Tourism Department also holds family trips to simply promote the beach.



Fig. 2. Gunung Kidul Tourism Instagram

From the results of researchers' observations on social media in the form of the Tourism Department's Instagram, it is true that the Tourism Department promotes beaches on Instagram, but researchers did not find Peyuyon Beach. This is considered successful in what the Tourism Department has done to promote Peyuyon Beach so that it is known and attracts tourists because it is a beautiful and interesting place.

Position the brand: Brand positioning is a strategy or step taken to plan promotions to create a special impression that is recorded in tourists' memories. In terms of brand positioning, the aim is to build a strong impression of a brand. Apart from that, it also helps companies determine their target market and focus promotional strategies. At Peyuyon Beach you can find many characteristics of the beach that other beaches don't have, such as being flanked by 2 high cliffs, the sand is still clean and white, different from other beaches.

From the results of observations made by researchers when visiting the beach, this beach has clean sand and is a good distance from the shore, so if possible it is good for camping. However, if you want to camp, you should bring personal necessities because there is no one selling around the beach. This can be said to be successful in what the Department has done to promote the characteristics of Peyuyon Beach. The characteristics have their attraction for this beach because not all beaches have these characteristics.

Crear a brand image: Giving a brand a personality and positioning is not enough, but to make it visible and important, the goal is to help further by separating the brand and making it easier to see and articulate. From the results of the researcher's interview with the Tourism Department, this place has not been visited by many people because getting to this beach is still quite difficult, therefore social media has a very important influence in promoting this beach because social media is hoped that this beach will become known and visited by many people. Creating trust like the reviews here is important to increase tourists, for example previous tourists or influencers who come and then create content to post on social media that shows the beauty of this beach, which will later create confidence that this beach is indeed suitable to visit. This can be said to be successful in what the Tourism Department has done and with the help of previous interventions from tourists in creating content on social media about the beauty of this beach.

Crear trust: Creating trust here is very important so that tourists believe and are interested in visiting the beach, there are several things that can be done, one of which is through attractive promotions. This promotion provides interesting information about the beauty of the beach, the facilities available, and activities that can be done around the beach. Apart from that, positive reviews from previous tourists or influencers who have visited the beach are also very much needed to create trust. Reviews and recommendations from other people can give tourists confidence that this beach is worth visiting.

Creating trust like the reviews here is important to increase tourists, for example, previous tourists or influencers who come and then create content to post on social media that shows the beauty of this beach, which will later create confidence that this beach is indeed suitable to visit. From the results of researchers' observations on social media, many tourists who have previously come to Peyuyon beach have created promotional content. This promotion provides interesting information about the beauty of the beach, the facilities available, and activities that can be done around the beach. Reviews from tourists are also very influential in increasing tourists. This can be said to be successful in what the Tourism Department has done in creating trust so that tourists no longer hesitate when they want to come and vacation at Peyuyon beach.

4. Conclusion

Based on the results of research entitled Peyuyon Beach Tourism Branding Strategy by the Gunungkidul Regency Tourism Office in Increasing Tourists, the following conclusions can be drawn: (1) The tourist attraction at Peyuyon Beach has its charm and characteristics, however, the facilities and infrastructure at this tourist attraction are still inadequate because this beach is still new. (2) Accessibility to Peyuyon Beach is still relatively difficult, the road to get to this beach is still rocky, because this beach is still relatively new and its location is very small hidden. (3) The use of social media as a marketing strategy at the Peyuyon Beach tourist spot is considered by the Gunungkidul Tourism Office to be still ineffective, because Peyuyon Beach is better known to tourists from social media influencers or tourists who have already visited Peyuyon Beach. However, another effort made by the Tourism Department to increase tourists is by holding famtrips by inviting tourism stakeholders from EOs from tourism actors to discussions and we invite them around to see the destination. (4) The Peyuyon Beach tourist spot is a camping paradise because many tourists come to camp because the place is comfortable. (5) The role of Gunungkidul Regency Tourism Office and the community have an important role in the development and increase of tourists at Peyuyon Beach.

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